How can product tweet sentiment be determined using NLP?
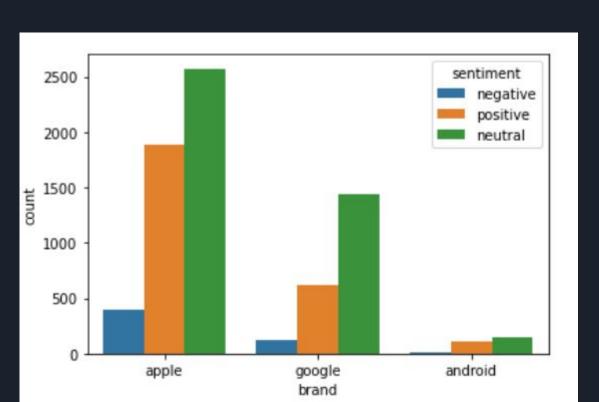
Paul V Narducci

Introduction

In an ever growing digital market, social media has become the norm for interactions between company and consumer. The goal of this project was to build a training model using NLP in order to determine consumer sentiment in regard to a certain product based upon the sentiment found within the tweet
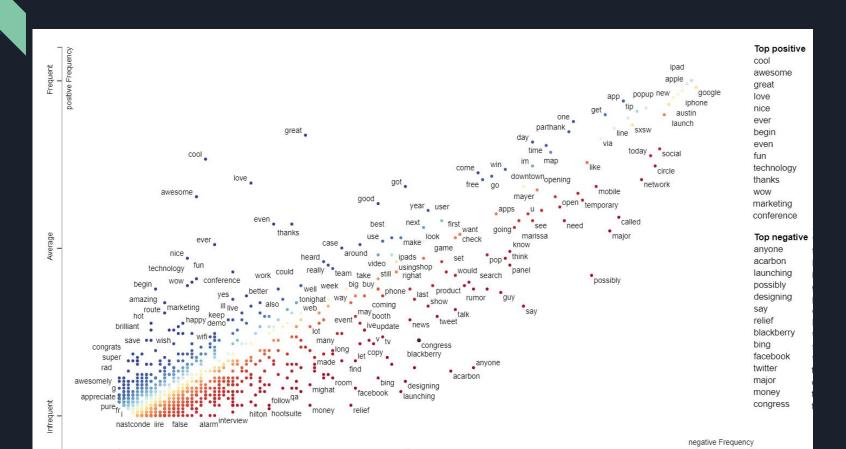
What is NLP?

Taking a Look at the Data

•

Taking a look at Sentiment Scores

Results

- CV RF SMOTE-NC - F1 score of 71%
- CV MNB RUS - Negative Sentiment of 67%

Thank you